

# EUFIC Code of Conduct

*The European Food Information Council is a non-profit organisation dedicated to improving people's understanding of food and health science.*

*Driven by our vision of a world where we all live healthier and more sustainable lives because we all know how to, we empower and facilitate healthier and more sustainable diets and lifestyles through science-based information and activities.*

## General principles guiding EUFIC's work

- The topics covered by EUFIC must be of public health interest and relevant to society.
- EUFIC's team proposes topics to address, based on the latest science, public health priorities, citizen trends and considering areas where there is tension, misunderstanding, miscommunication or lack of knowledge.
- EUFIC members are then invited to suggest other topics they see as important for public health, ideas to make EUFIC's selected topics more relevant to the public, alerting EUFIC on similar initiatives or indicating potential collaborators.
- EUFIC's team considers the relevance of members' input and decides whether to revise the communication priorities.
- The communication priorities are then discussed with the Board of Directors, the Scientific Advisory Board and then submitted to the General Assembly for final approval.
- EUFIC's team produces the workplan based on the selected topics, and implement it (producing content, awareness-raising campaigns, conducting research, organising events, etc).
- Prior to publication, the content materials are reviewed by the Scientific Advisory Board or experts from our collaborative projects network.
- EUFIC members cannot, in any circumstances, influence EUFIC content or activities or pressure EUFIC to take a position.
- EUFIC members, nor external stakeholders, cannot in any circumstance intervene with EUFIC's Scientific Advisory Board to influence their advice or pressure it to take a position.
- EUFIC's General Director has a final say on, and full responsibility for, the content of EUFIC's materials.

## Communication at EUFIC

- EUFIC carries out consumer research to find out people's perceptions, views and preferences.
- EUFIC information is based on research evidence supported by the wider scientific community.
- EUFIC materials are understandable and accessible to the general public and used by health professionals and educators.
- EUFIC collaborates with a broad network of academics, national and international organisations, businesses and healthcare professionals in food and health.
- EUFIC works with a Scientific Advisory Board, as well as independent experts on specific projects, who advise on the scientific direction and ensure the accuracy and impartiality of our work.

## Research at EUFIC

- EUFIC works with academic partners to conduct EUFIC-led consumer research.
- The academic partners, together with EUFIC, are responsible for the design of the study, the analysis of the results, and the writing of the scientific publication.

- EUFIC proposes topics that would be relevant to its work or the broader public health community.
- The funders of EUFIC-led research prioritise the topics and put forward questions they'd like the research to address, and may suggest (depending on the type of the study) target countries, consumer segments, food categories. This ensures the scope of the proposal is relevant to funders.
- The questions and suggestions are considered by the researchers involved in designing the study and taken on board only if they are relevant for the study.
- EUFIC is transparent about research collaborations, affiliations, and sources of funding.
- The funders cannot, in any instance, influence the conduct or outcome of the research, exert any pressure to change the results, nor prevent the publication.
- Funders receive the results first and in more detail. They can also ask for supplementary analysis of the data, if necessary and can invite EUFIC or the academics involved to present the results (e.g. internally, at conferences/events) EUFIC is committed to publishing the outcome of the research in credible independent scientific journals.

### Compliance with intellectual property rights and competition law

- In all its actions, discussions, communications and decisions, EUFIC and each of its members shall comply with the applicable rules of European and national competition law and not engage in any activity that would be considered an infringement thereof.
- EUFIC and its members will respect the intellectual property rights of information and data shared with them and whenever requested, the confidential nature of that data or information. EUFIC and its members shall not knowingly infringe or contribute to infringe other members' or third parties' intellectual property rights.

### Signature of the Code of Conduct

EUFIC's Code of Conduct aims to ensure that all funders and members supporting EUFIC and its activities, are aware of the principles guiding the way EUFIC works in the framework of its mandate.

By signing this Code of Conduct, all funders and members supporting EUFIC and its activities, agree on EUFIC transparent, truthful, and science-based approach to conducting research and communicating science on food and health.

They also understand that in case a funder breaches this Code of Conduct, the General Assembly has the right to decide on the expulsion of the member (article 4.4 of the EUFIC bylaws<sup>1</sup>) and on the termination of the collaboration.

Date:

Organisation name:

For and on behalf of the beneficiary:

Signature:

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<sup>1</sup> Article 4.4 of EUFIC's bylaws on Loss of membership

The affiliation of a member shall cease:

1. when a member no longer meets the admission criteria or does not respect the commitments and duties of a member, his exclusion is decided at the Annual General Meeting based on a decision by the Board of Directors following a two third majority vote once the member has had the opportunity to defend his actions.
2. by voluntary resignation notified in writing to the Director with a notice period of one year.